



**SECOND EARLY DESIGN GUIDANCE OF THE  
DOWNTOWN DESIGN REVIEW BOARD**

Record Number: 3033958-EG  
 Address: 2224 2nd Avenue  
 Applicant: Michael Willis, Ankrom Moisan  
 Date of Meeting: Tuesday, October 22, 2019  
 Board Members Present: Aaron Argyle (chair), Aaron Luoma, Han Beh, Ed Palushock  
 Board Members Absent: Belinda Bail  
 SDCI Staff Present: Joe Hurley, Senior Land Use Planner

**SITE & VICINITY**

Site Zone: DMR/R-95/65  
 Nearby Zones: (North) DMR/R-145/65  
 (South) DMR/R-95/65  
 (East) DMR/R-145/65  
 (West) DMR/R-95/65  
 Lot Area: 19,000 square feet

**Current Development:**

Two existing structures occupy the site, which slopes gently (<1%) down to the northwest.

**Surrounding Development and Character:**

This site is in the Belltown Neighborhood and the immediate vicinity is largely comprised of mixed-use buildings (commercial on the ground floor with apartments above) dating from the early 20<sup>th</sup> century until the present. The iconic (and Landmarked) Mama’s Mexican Kitchen building abuts the site to the northwest and the Landmarked Wayne Apartments occupy the western portion of the site. 2nd Avenue is a Class I Pedestrian Street and designated Arterial. Regrade Park is directly across the alley and abuts the portion of Bell Street which has been redeveloped as a curb less street park where pedestrians and vehicles share the width of the right of way.



**Access:**

Vehicles currently access the site from the alley.

**Environmentally Critical Areas:**

There are no known ECAs onsite.

**PROJECT DESCRIPTION**

Design Review Early Design Guidance for an 8-story, 170-unit apartment building with retail. Parking for 144 vehicles proposed. Existing buildings to be demolished.

The design packet includes information presented at the meeting, and is available online by entering the record number at this website:

<http://www.seattle.gov/DPD/aboutus/news/events/DesignReview/SearchPastReviews/default.aspx> Any recording of the Board meeting is available in the project file. This meeting report summarizes the meeting and is not a meeting transcript.

The packet is also available to view in the file, by contacting the Public Resource Center at SDCl:

**Mailing Public Resource Center**

**Address:** 700 Fifth Ave., Suite 2000  
P.O. Box 34019  
Seattle, WA 98124-4019

**Email:** [PRC@seattle.gov](mailto:PRC@seattle.gov)

**FIRST EARLY DESIGN GUIDANCE July 16, 2019****PUBLIC COMMENT**

The following public comments were offered at this meeting:

- Concerned about vehicle access and pedestrian safety; requested to reduce the number of proposed parking spots.
- Concerned that this project will be like the one just completed at 2<sup>nd</sup> and Bell which is monotonous and does not contribute vitality to the street or neighborhood. (seconded in three other comments).
- Noted the regular use of the alley by pedestrians, supported the café that will front the alley, with concern about its below-grade location.
- Called on the design to preserve the eclectic nature of Belltown and doubt that the proposed 'funky' signage is sufficient to do that.
- Requested careful consideration of exterior lighting, noting that too dim and too bright were both to be avoided.
- Requested that the MHA component be performed on-site as a means of preserving neighborhood character.
- Supported the activation of the alley and for the intent to create small retail spaces similar to those that currently exist.
- Requested that parking be completely eliminated from the project due to the negative effect it would have on the pedestrian character of the alley (seconded in two other comments); noted that no parking is required by code on this site.
- Requested that no cement-panel siding be used on this project.

- Concerned that the project was not adequately responding to context; “a vital and interesting patchwork” of structures and uses.
- A representative of Friends of Historic Belltown shared:
  - A suggestion that parking areas be design for future re-purposing
  - A request that existing context be a principal consideration in the design of this new project.
  - A suggestion that the design team see this project as creating urban wildlife habitat that will support and welcome the existing workforce community.
  - A request that overhead weather protection be uniquely created by the businesses that will occupy the retail spaces.
  - A request that the alley be developed as a “woonerf”, similar to Bell Street Park.
  - A request to increase the number of commercial spaces along the alley, noting that music venues work very well in below-grade space.
- Concerned that the upper levels of the proposal were monotonous and undistinguished, a suggestion that they be developed with depth and texture.
- Supported the historically-appropriate long and narrow retail spaces
- Requested notching, setbacks, modulation of the upper levels; “not just a big square box”.
- Noted that Regrade Park, particularly the off-leash area, is heavily used by neighbors; concerned about the effect of increased traffic in the alley associated with parking.
- A representative of Rise Up Belltown shared:
  - A request that homage be made in the design of the new project to the Landmarked Wayne Apartments that will be demolished.
  - A request that additional retail spaces be contiguous from street to alley.
  - A note that the jazz club Tulas does not ever have its window blinds open, suggesting that similar uses could thrive in non-standard or below-grade spaces.
  - Concern about the ‘protective screening’ of the proposed open space along the alley and its potential to separate and disconnect its users from the right of way.
  - A request that public access be provided to the proposed roof decks and that blank wall areas be designated for murals created by members of the Belltown community.
- Encouraged setting the upper levels of the project back from the street, similar to the Wayne Apartment Building, as shown on page 23.
- Supported the design of the project and the positive effect it will have on local business owners.
- Doubted that the proposed design will actually connect to the character of the existing block, noting that the ‘patchwork’ character of Belltown is an essential component of its character and that the renderings of the streetscape have none of this eclectic variety. Encouraged the design team to revisit the character of the existing landmarks on the block (Mama’s, the Wayne Apartments) and bring the worthy aspects of those buildings to this new design.

SDCI staff also summarized design related comments received in writing prior to the meeting:

- Concern about vehicle access and pedestrian safety;
- Concern about the loss of neighborhood character when historic structures are replaced with new projects.

Other comments not related to design were received regarding construction impacts, gentrification, and the loss of existing affordable housing.

One purpose of the design review process is for the Board and City to receive comments from the public that help to identify feedback and concerns about the site and design concept, identify applicable Seattle Design Guidelines and Neighborhood Design Guidelines of highest priority to the site and explore conceptual design, siting alternatives and eventual architectural design. Concerns with off-street parking, traffic and construction impacts are reviewed as part of the environmental review conducted by SDCI and are not part of this review.

All public comments submitted in writing for this project can be viewed using the following link and entering the record number: <http://web6.seattle.gov/dpd/edms/>

## **PRIORITIES & BOARD RECOMMENDATIONS**

After visiting the site, considering the analysis of the site and context provided by the proponents, and hearing public comment, the Design Review Board members provided the following siting and design guidance.

### **1. Three Schemes**

- a. The Board supported the applicant's preferred scheme, agreeing that the "Funky Base" street edge was a context-appropriate response to the eclectic character of the Belltown neighborhood, but had concerns about the massing of the upper levels and the development of the alley frontage. (B-1, B-1.IV, B-3, C-1, D-3)
- b. Due to these concerns the Board agreed unanimously that the project should return for a second EDG Meeting and provided the following guidance.

### **2. Alley:** The Board supported the applicants stated intent to activate the alley edge of the project but expressed concern about how successful the program elements and proposed configuration would be.

- a. The Board noted this unique condition of an alley fronting public open space (Regrade Park) and in agreement with public comments regarding its high level of use, the Board directed the applicant to prioritize the development of this edge as a carefully crafted urban environment of well-designed architectural forms and details. (C-6, C-6.II, C6.III, B-3, B-3.I, B-1)
- b. Echoing public comment, The Board did not support the heavy screening element separating the outdoor space from the alley as it would diminish the connection. (D-1.I, C-1)
- c. The Board encouraged the applicant to activate this edge of the project by creating a secondary residential entry point. (C6.II, D-6)
- d. For the next meeting, the Board directed the design team to provide sufficient information to explain their design response to this guidance and demonstrate how

it will be successful, including precedents with similar conditions. (C-6.II, D-3, C-6)

- 3. Massing:** The Board expressed concern about the bulk and massing of the upper levels, finding it difficult to reconcile with the promising approach of the Funky Base design concept.
  - a. The Board appreciated the gesture towards a massing setback above the base but found the proposed configuration unsuccessful and gave guidance to explore further setback options. (B-1.I, B-1.IV, B-2, B-3, B-4)
  - b. The Board noted that the separation and distinction between the base and upper massing needs to be more than two dimensional and agreed that it was unlikely that this could be achieved with only color and material changes, an approach they agreed had been unsuccessful on recent nearby projects. (B-3.I, B-1.I)
  - c. The Board declined to provide a specific dimension but agreed that a few feet could be enough to create volumetric relief and scale mitigation. (B-2.3, D-4, B-1)
  - d. In developing a composition of base, middle and top, The Board directed the applicant to explore a range of solutions and present this information at the next meeting. (B-1, B-1.IV)
  - e. The Board agreed that the design concept connecting the base elements and the upper levels would be a critical element and that it could be successfully resolved in a number of ways, including;
    - i. A 'quieter' expression of the upper levels as a simple and well-ordered composition of high-quality materials and details. (B-1.IV, B-3, B-4)
    - ii. Bringing aspects of the funky base into the upper levels, possibly in the form of modulation shifts, recessed balconies and projecting elements. (B-3, B-4, D-4, B-1.III)
- 4. Base and Streetscape:**
  - a. The Board supported the development of multiple retail storefronts, both as an homage to the existing block and as an appropriated response to context in the Belltown neighborhood. (B-1, B-3, B-1.III)
  - b. The Board acknowledged public comment about the eclectic character of this block and the applicant's intent to recreate that spirit but noted that the existing condition is one that developed over time. The Board encouraged the design team to look for opportunities to allow future tenants to customize their storefronts. (B-1.d, B-2.a, B-3.I)
  - c. The Board supported the minimization of the residential lobby along 3rd Avenue and encouraged the design team to program the street edge of this area with active uses. (C-1 B-1, B-3, C-1, D-3)
  - d. The Board agreed that exterior lighting will be critical on both the street and the alley and encouraged the design team to look beyond standard lighting solutions. Incorporate uniquely lit façades that spill light on to the pedestrian areas. (D-1, D-5)
- 5. Exterior materials:**
  - a. The Board agreed that the upper level exterior materials could respond to either to the proposed base or to existing context but that in both cases high quality materials

would be critical to successfully integrating this new project. (A-2, B-1, B-3.I, B-4, C-2, B-1.I)

- b. For the next meeting, the Board requested demonstration of a number of possible material and detailing choices and fenestration patterns, including privacy studies. (B-3, B-4, B-1.I)

## **SECOND EARLY DESIGN GUIDANCE October 22, 2019**

### **PUBLIC COMMENT**

The following public comments were offered at this meeting:

- Concerned with impacts to territorial views from the roof deck of neighboring buildings.
- Recommended the design reflect the simple architectural expression of Belltown.
- Recommended the use of red brick color with cream accent.
- Supported the entry off alley and paintable areas on 2nd Avenue.
- Recommended the elimination of overhead weather protection.
- Critical of the design of 206 Bell and concerned that this project would be similarly disconnected from the spirit of Belltown.
- Discouraged metal siding, balconies and alley retail.

SDCI staff also summarized design related comments received in writing prior to the meeting:

- Concerned that the response to EDG was insufficient overall.
- Concerned that the Art areas do not appear to effectively respond to neighborhood context (B-1).
- Concerned that the programming and articulation of the alley edge could contribute to the growing economic stratification of Belltown residents.
- Concerned that alley screening elements would create a de-activated 'dead zone' in the alley at the center of the project. (C-6.11)
- Supported the development of a residential entry at the alley.
- Concerned that the 2<sup>nd</sup> Avenue facade does not effectively create a transition in bulk and scale (B-2).
- Encouraged a wider range of customizable elements at the street edge.
- Supported the use of brick on 2nd Avenue and the departure from overhead weather protection requirements.
- Encouraged the applicant to significantly reduce the number of parking stalls provided.

Other comments not related to design were received regarding gentrification and the loss of existing affordable housing.

One purpose of the design review process is for the Board and City to receive comments from the public that help to identify feedback and concerns about the site and design concept, identify applicable Seattle Design Guidelines and Neighborhood Design Guidelines of highest priority to the site and explore conceptual design, siting alternatives and eventual architectural design. Concerns with off-street parking, traffic and construction impacts are reviewed as part of the environmental review conducted by SDCI and are not part of this review.

All public comments submitted in writing for this project can be viewed using the following link and entering the record number: <http://web6.seattle.gov/dpd/edms/>

## **PRIORITIES & BOARD RECOMMENDATIONS**

After visiting the site, considering the analysis of the site and context provided by the proponents, and hearing public comment, the Design Review Board members provided the following siting and design guidance.

### **1. Massing:**

- a. The Board supported the revised Option 3 scheme, agreeing that the layered elements could result in a dynamic composition that mitigated building scale and was connected to neighborhood context. (A-1, B-1, B-2)
- b. The Board expressed concern about the potential prominence of the mechanical screening elements and provided guidance to minimize their visibility. (B-3.I, B-1.I)
- c. The Board agreed that the parapet height at the south need not match the adjacent building and that a non-homogenous approach could be successful. (B-3, B-4, D-3, C-6)
- d. The Board agreed that a legible design concept (a “story”) should emerge from the choice of materials and colors and their articulation. (B-1, B-4, A-1)

### **2. Alley:**

- a. The Board continued to support the applicant’s intent to activate the alley edge of the project but agreed that further work would be required to achieve this result. (C-6, D-3)
- b. The Board supported the pushing and pulling of the building edges at the alley, but questioned whether the screening elements were diminishing this effect and provided direction to explore creating additional recesses at entrances. (C-6, C-6, B-3, B-3.I, B-1)
- c. The Board agreed that the studies showing alternate screening elements had promise and directed the design team to continue studying this condition using successful precedents from other cities to support their proposed choices. (D-1.I, C-6.II, C-1)
- d. For the next meeting, the Board directed the design team to provide complete details of the alley condition and the proposed design response. (C-6.II, D-3, C-6)

### **3. Base and Streetscape:**

- a. The Board continued to support the development of multiple retail storefronts, and the proposal to use paintable surfaces and canopies that are easily customizable for future tenants. The Board requested that complete details be provided for the next meeting. (B-1, B-3, B-1.III)
- b. The Board agreed that exterior lighting will be critical on both the street and the alley and asked that complete details be provided at the next meeting. (D-1, D-5)

- c. The Board tentatively supported a variation in the depth of code-required overhead weather protection as part of the eclectic design concept and to minimize negative impacts on existing street trees. (D-3)

**4. Exterior materials:**

- a. The Board agreed that detail, color and texture will be critically important in the development of the layered 2nd Avenue facade and noted that the eclectic and funky base expression could be supported by a simpler composition of the upper levels. (B-1.I, B-1.IV, B-2, B-3, B-4)
- b. The Board supported the more neutral dark-grey brick shown in the renderings but recognizing public comment, agreed that exploration of a range of colors as part of the larger composition would be merited. (B-3)

**DEVELOPMENT STANDARD DEPARTURES**

The Board’s recommendation on the requested departure(s) will be based on the departure’s potential to help the project better meet these design guidelines priorities and achieve a better overall project design than could be achieved without the departure(s). The Board’s recommendation will be reserved until the final Board meeting.

At the time of the Second Early Design Guidance meeting the following departures were requested:

- 1. **Overhead Weather Protection (23.49.018.B):** The Code requires continuous overhead weather protection for new development along the entire street frontage with a minimum dimension of eight (8) feet measured horizontally from the building wall. The applicant proposes a reduced canopy depth to allow for retractable canopies and possibly to accommodate street trees.

The Board indicated tentative support for the proposed departure as this could help the project better meet the criteria in B1 Respond to the Neighborhood Context and C5 Encourage Overhead Weather Protection (OHWP). The Board asked for a complete exploration of options for OHWP, particularly as they are tied to the individual storefronts.

**DESIGN REVIEW GUIDELINES**

The Downtown Design Guidelines recognized by the Board as Priority Guidelines are identified above. All guidelines remain applicable and are summarized below. For the full text please visit the [Design Review website](#).

| <b>SITE PLANNING AND MASSING</b>  |
|---|
| <b>A1 Respond to the Physical Environment: Develop an architectural concept and compose the building’s massing in response to geographic conditions and patterns of urban form found nearby or beyond the immediate context of the building site.</b> |



**A1.1. Response to Context:** Each building site lies within a larger physical context having various and distinct features and characteristics to which the building design should respond. Develop an architectural concept and arrange the building mass in response to one or more of the following, if present:

- a. a change in street grid alignment that yields a site having nonstandard shape;
- b. a site having dramatic topography or contrasting edge conditions;
- c. patterns of urban form, such as nearby buildings that have employed distinctive and effective massing compositions;
- d. access to direct sunlight—seasonally or at particular times of day;
- e. views from the site of noteworthy structures or natural features, (i.e.: the Space Needle, Smith Tower, port facilities, Puget Sound, Mount Rainier, the Olympic Mountains);
- f. views of the site from other parts of the city or region; and
- g. proximity to a regional transportation corridor (the monorail, light rail, freight rail, major arterial, state highway, ferry routes, bicycle trail, etc.).

**A1.2. Response to Planning Efforts:** Some areas downtown are transitional environments, where existing development patterns are likely to change. In these areas, respond to the urban form goals of current planning efforts, being cognizant that new development will establish the context to which future development will respond.

***Belltown Supplemental Guidance:***

**A1.I. Views:** Develop the architectural concept and arrange the building mass to enhance views. This includes views of the water and mountains, and noteworthy structures such as the Space Needle.

**A1.II. Street Grid:** The architecture and building mass should respond to sites having nonstandard shapes. There are several changes in the street grid alignment in Belltown, resulting in triangular sites and chamfered corners. Examples of this include: 1st, Western and Elliott between Battery and Lenora, and along Denny;

**A1.III. Topography:** The topography of the neighborhood lends to its unique character. Design buildings to take advantage of this condition as an opportunity, rather than a constraint. Along the streets, single entry, blank facades are discouraged. Consider providing multiple entries and windows at street level on sloping streets.

**A2 Enhance the Skyline: Design the upper portion of the building to promote visual interest and variety in the downtown skyline. Respect existing landmarks while responding to the skyline’s present and planned profile.**

**A2.1. Desired Architectural Treatments:** Use one or more of the following architectural treatments to accomplish this goal:

- a. sculpt or profile the facades;
- b. specify and compose a palette of materials with distinctive texture, pattern, or color;
- c. provide or enhance a specific architectural rooftop element.

**A2.2. Rooftop Mechanical Equipment:** In doing so, enclose and integrate any rooftop mechanical equipment into the design of the building as a whole.

**ARCHITECTURAL EXPRESSION**

**B1 Respond to the neighborhood context: Develop an architectural concept and compose the major building elements to reinforce desirable urban features existing in the surrounding neighborhood.**

**B1.1. Adjacent Features and Networks:** Each building site lies within an urban neighborhood context having distinct features and characteristics to which the building design should respond. Arrange the building mass in response to one or more of the following, if present:

- a. a surrounding district of distinct and noteworthy character;
- b. an adjacent landmark or noteworthy building;
- c. a major public amenity or institution nearby;
- d. neighboring buildings that have employed distinctive and effective massing compositions;
- e. elements of the pedestrian network nearby, (i.e.: green street, hillclimb, mid-block crossing, through-block passageway); and
- f. direct access to one or more components of the regional transportation system.

**B1.2. Land Uses:** Also, consider the design implications of the predominant land uses in the area surrounding the site.

***Belltown Supplemental Guidance:***

**B1.I. Compatible Design:** Establish a harmonious transition between newer and older buildings. Compatible design should respect the scale, massing and materials of adjacent buildings and landscape.

**B1.II. Historic Style:** Complement the architectural character of an adjacent historic building or area; however, imitation of historical styles is discouraged. References to period architecture should be interpreted in a contemporary manner.

**B1.III. Visual Interest:** Design visually attractive buildings that add richness and variety to Belltown, including creative contemporary architectural solutions.

**B1.IV. Reinforce Neighborhood Qualities:** Employ design strategies and incorporate architectural elements that reinforce Belltown's unique qualities. In particular, the neighborhood's best buildings tend to support an active street life.

**B2 Create a Transition in Bulk and Scale: Compose the massing of the building to create a transition to the height, bulk, and scale of development in nearby less-intensive zones.**

**B2.1. Analyzing Height, Bulk, and Scale:** Factors to consider in analyzing potential height, bulk, and scale impacts include:

- a. topographic relationships;
- b. distance from a less intensive zone edge;
- c. differences in development standards between abutting zones (allowable building height, width, lot coverage, etc.);
- d. effect of site size and shape;
- e. height, bulk, and scale relationships resulting from lot orientation (e.g., back lot line to back lot line vs back lot line to side lot line); and
- f. type and amount of separation between lots in the different zones (e.g., separation by only a property line, by an alley or street, or by other physical features such as grade changes);
- g. street grid or platting orientations.

**B2.2. Compatibility with Nearby Buildings:** In some cases, careful siting and design treatment may be sufficient to achieve reasonable transition and mitigation of height, bulk, and scale impacts. Some techniques for achieving compatibility are as follows:

- h. use of architectural style, details (such as roof lines, beltcourses, cornices, or fenestration), color, or materials that derive from the less intensive zone.
- i. architectural massing of building components; and
- j. responding to topographic conditions in ways that minimize impacts on neighboring development, such as by stepping a project down the hillside.

**B2.3. Reduction of Bulk:** In some cases, reductions in the actual bulk and scale of the proposed structure may be necessary in order to mitigate adverse impacts and achieve an acceptable level of compatibility. Some techniques which can be used in these cases include:

- k. articulating the building's facades vertically or horizontally in intervals that reflect to existing structures or platting pattern;
- l. increasing building setbacks from the zone edge at ground level;
- m. reducing the bulk of the building's upper floors; and
- n. limiting the length of, or otherwise modifying, facades.

**B3 Reinforce the Positive Urban Form & Architectural Attributes of the Immediate Area.: Consider the predominant attributes of the immediate neighborhood and reinforce desirable siting patterns, massing arrangements, and streetscape characteristics of nearby development.**

**B3.1. Building Orientation:** In general, orient the building entries and open space toward street intersections and toward street fronts with the highest pedestrian activity. Locate parking and vehicle access away from entries, open space, and street intersections considerations.

**B3.2. Features to Complement:** Reinforce the desirable patterns of massing and facade composition found in the surrounding area. Pay particular attention to designated landmarks and other noteworthy buildings. Consider complementing the existing:

- a. massing and setbacks,
- b. scale and proportions,
- c. expressed structural bays and modulations,
- d. fenestration patterns and detailing,
- e. exterior finish materials and detailing,
- f. architectural styles, and
- g. roof forms.

**B3.3. Pedestrian Amenities at the Ground Level:** Consider setting the building back slightly to create space adjacent to the sidewalk conducive to pedestrian-oriented activities such as vending, sitting, or dining. Reinforce the desirable streetscape elements found on adjacent blocks. Consider complementing existing:

- h. public art installations,
- i. street furniture and signage systems,
- j. lighting and landscaping, and
- k. overhead weather protection.

***Belltown Supplemental Guidance:***

**B3.1. Respond to Nearby Design Features:** The principal objective of this guideline is to promote scale and character compatibility through reinforcement of the desirable patterns of

massing and facade composition found in the surrounding area. Pay particular attention to designated landmarks and other noteworthy buildings.

- a. Respond to the regulating lines and rhythms of adjacent buildings that also support a street-level environment; regulating lines and rhythms include vertical and horizontal patterns as expressed by cornice lines, belt lines, doors, windows, structural bays and modulation.
- b. Use regulating lines to promote contextual harmony, solidify the relationship between new and old buildings, and lead the eye down the street.
- c. Pay attention to excellent fenestration patterns and detailing in the vicinity. The use of recessed windows that create shadow lines, and suggest solidity, is encouraged.

**B4 Design a Well-Proportioned & Unified Building: Compose the massing and organize the interior and exterior spaces to create a well-proportioned building that exhibits a coherent architectural concept. Design the architectural elements and finish details to create a unified building, so that all components appear integral to the whole.**

**B4.1. Massing:** When composing the massing, consider how the following can contribute to create a building that exhibits a coherent architectural concept:

- a. setbacks, projections, and open space;
- b. relative sizes and shapes of distinct building volumes; and
- c. roof heights and forms.

**B4.2. Coherent Interior/Exterior Design:** When organizing the interior and exterior spaces and developing the architectural elements, consider how the following can contribute to create a building that exhibits a coherent architectural concept:

- d. facade modulation and articulation;
- e. windows and fenestration patterns;
- f. corner features;
- g. streetscape and open space fixtures;
- h. building and garage entries; and
- i. building base and top.

**B4.3. Architectural Details:** When designing the architectural details, consider how the following can contribute to create a building that exhibits a coherent architectural concept:

- j. exterior finish materials;
- k. architectural lighting and signage;
- l. grilles, railings, and downspouts;
- m. window and entry trim and moldings;
- n. shadow patterns; and
- o. exterior lighting.

## THE STREETScape

**C1 Promote Pedestrian Interaction: Spaces for street level uses should be designed to engage pedestrians with the activities occurring within them. Sidewalk-related spaces should appear safe, welcoming, and open to the general public.**

**C1.1. Street Level Uses:** Provide spaces for street level uses that:

- a. reinforce existing retail concentrations;
- b. vary in size, width, and depth;

- c. enhance main pedestrian links between areas; and
- d. establish new pedestrian activity where appropriate to meet area objectives. Design for uses that are accessible to the general public, open during established shopping hours, generate walk-in pedestrian clientele, and contribute to a high level of pedestrian activity.

**C1.2. Retail Orientation:** Where appropriate, consider configuring retail space to attract tenants with products or services that will “spill-out” onto the sidewalk (up to six feet where sidewalk is sufficiently wide).

**C1.3. Street-Level Articulation for Pedestrian Activity:** Consider setting portions of the building back slightly to create spaces conducive to pedestrian-oriented activities such as vending, resting, sitting, or dining. Further articulate the street level facade to provide an engaging pedestrian experience via:

- e. open facades (i.e., arcades and shop fronts);
- f. multiple building entries;
- g. windows that encourage pedestrians to look into the building interior;
- h. merchandising display windows;
- i. street front open space that features art work, street furniture, and landscaping;
- j. exterior finish materials having texture, pattern, lending themselves to high quality detailing.

***Belltown Supplemental Guidance:***

**C1.I. Retail Concentration:** Reinforce existing retail concentrations;

**C1.II. Commercial Space Size:** Vary in size, width, and depth of commercial spaces, accommodating for smaller businesses, where feasible;

**C1.III. Desired Public Realm Elements:** Incorporate the following elements in the adjacent public realm and in open spaces around the building:

- a. unique hardscape treatments
- b. pedestrian-scale sidewalk lighting
- c. accent paving (especially at corners, entries and passageways)
- d. creative landscape treatments (planting, planters, trellises, arbors)
- e. seating, gathering spaces
- f. water features, inclusion of art elements

**C1.IV. Building/Site Corners:** Building corners are places of convergence. The following considerations help reinforce site and building corners:

- a. provide meaningful setbacks/open space, if feasible
- b. provide seating as gathering spaces
- c. incorporate street/pedestrian amenities in these spaces
- d. make these spaces safe (good visibility)
- e. iconic corner identifiers to create wayfinders that draw people to the site.

**C1.V. Pedestrian Attraction:** Design for uses that are accessible to the general public, open during established shopping hours, generate walk-in pedestrian clientele, and contribute to a high level of pedestrian activity. Where appropriate, consider configuring retail space to attract tenants with products or services that will “spill-out” onto the sidewalk (up to six feet where sidewalk is sufficiently wide).

**C2 Design Facades of Many Scales: Design architectural features, fenestration patterns, and material compositions that refer to the scale of human activities contained within. Building facades should be composed of elements scaled to promote pedestrian comfort, safety, and orientation.**

**C2.1. Modulation of Facades:** Consider modulating the building facades and reinforcing this modulation with the composition of:

- a. the fenestration pattern;
- b. exterior finish materials;
- c. other architectural elements;
- d. light fixtures and landscaping elements; and
- e. the roofline.

**C3 Provide Active — Not Blank — Facades: Buildings should not have large blank walls facing the street, especially near sidewalks.**

**C3.1. Desirable Facade Elements:** Facades which for unavoidable programmatic reasons may have few entries or windows should receive special design treatment to increase pedestrian safety, comfort, and interest. Enliven these facades by providing:

- a. small retail spaces (as small as 50 square feet) for food bars, newstands, and other specialized retail tenants;
- b. visibility into building interiors;
- c. limited lengths of blank walls;
- d. a landscaped or raised bed planted with vegetation that will grow up a vertical trellis or frame installed to obscure or screen the wall's blank surface;
- e. high quality public art in the form of a mosaic, mural, decorative masonry pattern, sculpture, relief, etc., installed over a substantial portion of the blank wall surface;
- f. small setbacks, indentations, or other architectural means of breaking up the wall surface;
- g. different textures, colors, or materials that break up the wall's surface.
- h. special lighting, a canopy, awning, horizontal trellis, or other pedestrian-oriented feature to reduce the expanse of the blank surface and add visual interest;
- i. seating ledges or perches (especially on sunny facades and near bus stops);
- j. merchandising display windows or regularly changing public information display cases.

**C4 Reinforce Building Entries: To promote pedestrian comfort, safety, and orientation, reinforce building entries.**

**C4.1. Entry Treatments:** Reinforce the building's entry with one or more of the following architectural treatments:

- a. extra-height lobby space;
- b. distinctive doorways;
- c. decorative lighting;
- d. distinctive entry canopy;
- e. projected or recessed entry bay;
- f. building name and address integrated into the facade or sidewalk;
- g. artwork integrated into the facade or sidewalk;
- h. a change in paving material, texture, or color;
- i. distinctive landscaping, including plants, water features and seating

j. ornamental glazing, railings, and balustrades.

**C4.2. Residential Entries:** To make a residential building more approachable and to create a sense of association among neighbors, entries should be clearly identifiable and visible from the street and easily accessible and inviting to pedestrians. The space between the building and the sidewalk should provide security and privacy for residents and encourage social interaction among residents and neighbors. Provide convenient and attractive access to the building's entry. To ensure comfort and security, entry areas and adjacent open space should be sufficiently lighted and protected from the weather. Opportunities for creating lively, pedestrian-oriented open space should be considered.

**C5 Encourage Overhead Weather Protection: Project applicants are encouraged to provide continuous, well-lit, overhead weather protection to improve pedestrian comfort and safety along major pedestrian routes.**

**C5.1. Overhead Weather Protection Design Elements:** Overhead weather protection should be designed with consideration given to:

- a. the overall architectural concept of the building
- b. uses occurring within the building (such as entries and retail spaces) or in the adjacent streetscape environment (such as bus stops and intersections);
- c. minimizing gaps in coverage;
- d. a drainage strategy that keeps rain water off the street-level facade and sidewalk;
- e. continuity with weather protection provided on nearby buildings;
- f. relationship to architectural features and elements on adjacent development, especially if abutting a building of historic or noteworthy character;
- g. the scale of the space defined by the height and depth of the weather protection;
- h. use of translucent or transparent covering material to maintain a pleasant sidewalk environment with plenty of natural light; and
- i. when opaque material is used, the illumination of light-colored undersides to increase security after dark.

**C6 Develop the Alley Façade: To increase pedestrian safety, comfort, and interest, develop portions of the alley facade in response to the unique conditions of the site or project.**

**C6.1. Alley Activation:** Consider enlivening and enhancing the alley entrance by:

- a. extending retail space fenestration into the alley one bay;
- b. providing a niche for recycling and waste receptacles to be shared with nearby, older buildings lacking such facilities; and
- c. adding effective lighting to enhance visibility and safety.

**C6.2. Alley Parking Access:** Enhance the facades and surfaces in and adjacent to the alley to create parking access that is visible, safe, and welcoming for drivers and pedestrians. Consider

- d. locating the alley parking garage entry and/ or exit near the entrance to the alley;
- e. installing highly visible signage indicating parking rates and availability on the building facade adjacent to the alley; and
- f. chamfering the building corners to enhance pedestrian visibility and safety where alley is regularly used by vehicles accessing parking and loading.

**Belltown Supplemental Guidance:**

**C6.1. Address Alley Functions:**

- a. Services and utilities, while essential to urban development, should be screened or otherwise hidden from the view of the pedestrian.
- b. Exterior trash receptacles should be screened on three sides, with a gate on the fourth side that also screens the receptacles from view. Provide a niche to recess the receptacle.
- c. Screen loading docks and truck parking from public view using building massing, architectural elements and/or landscaping.
- d. Ensure that all utility equipment is located, sized, and designed to be as inconspicuous as possible. Consider ways to reduce the noise impacts of HVAC equipment on the alley environment.

**C6.II. Pedestrian Environment:**

- e. Pedestrian circulation is an integral part of the site layout. Where possible and feasible, provide elements, such as landscaping and special paving, that help define a pedestrian-friendly environment in the alley.
- f. Create a comfortably scaled and thoughtfully detailed urban environment in the alley through the use of well-designed architectural forms and details, particularly at street level.

**C6.III. Architectural Concept:**

- g. In designing a well-proportioned and unified building, the alley facade should not be ignored. An alley facade should be treated with form, scale and materials similar to rest of the building to create a coherent architectural concept.

**PUBLIC AMENITIES**

**D1 Provide Inviting & Usable Open Space: Design public open spaces to promote a visually pleasing, safe, and active environment for workers, residents, and visitors. Views and solar access from the principal area of the open space should be especially emphasized.**

**D1.1. Pedestrian Enhancements:** Where a commercial or mixed-use building is set back from the sidewalk, pedestrian enhancements should be considered in the resulting street frontage. Downtown the primary function of any open space between commercial buildings and the sidewalk is to provide access into the building and opportunities for outdoor activities such as vending, resting, sitting, or dining.

- a. All open space elements should enhance a pedestrian oriented, urban environment that has the appearance of stability, quality, and safety.
- b. Preferable open space locations are to the south and west of tower development, or where the siting of the open space would improve solar access to the sidewalk.
- c. Orient public open space to receive the maximum direct sunlight possible, using trees, overhangs, and umbrellas to provide shade in the warmest months. Design such spaces to take advantage of views and solar access when available from the site.
- d. The design of planters, landscaping, walls, and other street elements should allow visibility into and out of the open space.

**D1.2. Open Space Features:** Open spaces can feature art work, street furniture, and landscaping that invite customers or enhance the building’s setting. Examples of desirable features to include are:



- a. visual and pedestrian access (including barrier-free access) into the site from the public sidewalk;
- b. walking surfaces of attractive pavers;
- c. pedestrian-scaled site lighting;
- d. retail spaces designed for uses that will comfortably “spill out” and enliven the open space;
- e. areas for vendors in commercial areas;
- f. landscaping that enhances the space and architecture;
- g. pedestrian-scaled signage that identifies uses and shops; and
- h. site furniture, art work, or amenities such as fountains, seating, and kiosks. residential open space

**D1.3. Residential Open Space:** Residential buildings should be sited to maximize opportunities for creating usable, attractive, well-integrated open space. In addition, the following should be considered:

- i. courtyards that organize architectural elements while providing a common garden;
- j. entry enhancements such as landscaping along a common pathway;
- k. decks, balconies and upper level terraces;
- l. play areas for children;
- m. individual gardens; and
- n. location of outdoor spaces to take advantage of sunlight.

***Belltown Supplemental Guidance:***

**D1.1. Active Open Space:** As a dense, urban neighborhood, Belltown views its streets as its front porches, and its parks and private plazas and spaces as its yards and gardens. The design and location of urban open spaces on a site or adjoining sidewalk is an important determinant in a successful environment, and the type and character of the open space should be influenced by the building’s uses.

- a. Mixed-use developments are encouraged to provide usable open space adjacent to retail space, such as an outdoor cafe or restaurant seating, or a plaza with seating.
- b. Locate plazas intended for public use at/or near street grade to promote physical and visual connection to the street; on-site plazas may serve as a well-defined transition from the street. Take views and sun exposure into account as well.
- c. Define and contain outdoor spaces through a combination of building and landscape, and discourage oversized spaces that lack containment.
- d. The space should be well-buffered from moving cars so that users can best enjoy the space.

**D2 Enhance the Building with Landscaping: Enhance the building and site with generous landscaping— which includes special pavements, trellises, screen walls, planters, and site furniture, as well as living plant material.**

**D2.1. Landscape Enhancements:** Landscape enhancement of the site may include some of the approaches or features listed below:

- a. emphasize entries with special planting in conjunction with decorative paving and/or lighting;
- b. include a special feature such as a courtyard, fountain, or pool;
- c. incorporate a planter guard or low planter wall as part of the architecture;

- d. distinctively landscape open areas created by building modulation;
- e. soften the building by screening blank walls, terracing retaining walls, etc;
- f. increase privacy and security through screening and/or shading;
- g. provide a framework such as a trellis or arbor for plants to grow on;
- h. incorporate upper story planter boxes or roof planters;
- i. provide identity and reinforce a desired feeling of intimacy and quiet;
- j. provide brackets for hanging planters;
- k. consider how the space will be viewed from the upper floors of nearby buildings as well as from the sidewalk; and
- l. if on a designated Green Street, coordinate improvements with the local Green Street plan.

**D2.2. Consider Nearby Landscaping:** Reinforce the desirable pattern of landscaping found on adjacent block faces.

- m. plant street trees that match the existing planting pattern or species;
- n. use similar landscape materials; and
- o. extend a low wall, use paving similar to that found nearby, or employ similar stairway construction methods.

***Belltown Supplemental Guidance:***

**D2.1. Belltown-Specific Landscape Character:** Landscape enhancement of the site may include some of the approaches or features listed below, where appropriate:

- a. emphasize entries with special planting in conjunction with decorative paving and/or lighting;
- b. use landscaping to make plazas and courtyards comfortable for human activity and social interaction;
- c. distinctively landscape open areas created by building modulation, such as entry courtyards;
- d. provide year-round greenery — drought tolerant species are encouraged to promote water conservation and reduce maintenance concerns; and
- e. provide opportunities for installation of civic art in the landscape; designer/ artist collaborations are encouraged (e.g., Growing Vine Street).

**D3 Provide Elements That Define the Place: Provide special elements on the facades, within public open spaces, or on the sidewalk to create a distinct, attractive, and memorable “sense of place” associated with the building.**

**D3.1. Public Space Features and Amenities:** Incorporate one or more of the following a appropriate:

- a. public art;
- b. street furniture, such as seating, newspaper boxes, and information kiosks;
- c. distinctive landscaping, such as specimen trees and water features;
- d. retail kiosks;
- e. public restroom facilities with directional signs in a location easily accessible to all; and
- f. public seating areas in the form of ledges, broad stairs, planters and the like, especially near public open spaces, bus stops, vending areas, on sunny facades, and other places where people are likely to want to pause or wait.

**D3.2. Intersection Focus:** Enliven intersections by treating the corner of the building or sidewalk with public art and other elements that promote interaction (entry, tree, seating, etc.) and reinforce the distinctive character of the surrounding area.

***Belltown Supplemental Guidance:***

**D3.I. Art and Heritage:** Art and History are vital to reinforcing a sense of place. Consider incorporating the following into the siting and design:

- a. vestiges of Belltown Heritage, such as preserving existing stone sidewalks, curbs
- b. art that relates to the established or emerging theme of that area (e.g., Western, 1st, 2nd, 3rd Avenue street specific character.
- c. install plaques or other features on the building that pay tribute to Belltown history.

**D3.II. Green Streets:** Green Streets are street rights-of-way that are enhanced for pedestrian circulation and activity with a variety of pedestrian-oriented features, such as sidewalk widening, landscaping, artwork, and traffic calming. Interesting street level uses and pedestrian amenities enliven the Green Street and lend special identity to the surrounding area.

**D3.III: Street Furniture/Furnishings along Specific Streets:** The function and character of Belltown’s streetscapes are defined street by street. In defining the streetscape for various streets, the hierarchy of streets is determined by street function, adjacent land uses, and the nature of existing streetscape improvements.

- a. 1st Avenue: Any new installations between Denny Way and Virginia Street should continue the established character of the street by using unique pieces of inexpensive and salvaged materials such as the Wilkenson sandstone pieces that are currently in place. South of Virginia, new installations should reflect the character of the Pike Place Market.
- b. 3rd Avenue: New installations on 3rd Avenue should continue to be “civic” and substantial and be reflective of the role the street plays as a major bus route.
- c. 2nd Avenue: New installations on 2nd Avenue should continue the style of “limited edition” street art that currently exists between Cedar Street and Virginia Street.
- d. 4th Avenue: Street furnishings on 4th Avenue should be “off-the-shelf”/ catalogue modern to reflect the high-rise land uses existing or permitted along that corridor.
- e. 1st , 2nd and 3rd Avenues: Sidewalks should be wide and pedestrian amenities like benches, kiosks and pedestrian-scale lighting are especially important on promenade streets.
- f. 5th Avenue: Installations on 5th Avenue are encouraged to have a futuristic or “googie” architectural theme to reflect the presence of the monorail as part of the streetscape.
- g. Elliott Avenue: These streets offer good connections between Pike Place Market and the new sculpture garden. The area is experiencing a fair amount of residential growth. Like 1st Avenue, these streets are receiving eclectic public art and varied facades, and ultimately both will become promenade-type streets.

**D3.IV. Street Edge/Furnishings:** Concentrate pedestrian improvements at intersections with Green Streets (Bell, Blanchard, Vine, Cedar between 1st and Elliott, Clay, Eagle, and Bay Streets). Pedestrian crossings should be “exaggerated,” that is they should be marked and illuminated in a manner where they will be quickly and clearly seen by motorists.

**D4 Provide Appropriate Signage: Design signage appropriate for the scale and character of the project and immediate neighborhood. All signs should be oriented to pedestrians and/or persons in vehicles on streets within the immediate neighborhood.**

**D4.1. Desired Signage Elements:** Signage should be designed to:

- a. facilitate rapid orientation
- b. add interest to the street level environment
- c. reduce visual clutter
- d. unify the project as a whole
- e. enhance the appearance and safety of the downtown area.

**D4.2. Unified Signage System:** If the project is large, consider designing a comprehensive building and tenant signage system using one of the following or similar methods:

- a. signs clustered on kiosks near other street furniture or within sidewalk zone closest to building face;
- b. signs on blades attached to building facade;
- c. signs hanging underneath overhead weather protection.

**D4.3. Signage Types:** Also consider providing:

- d. building identification signage at two scales: small scale at the sidewalk level for pedestrians, and large scale at the street sign level for drivers;
- e. sculptural features or unique street furniture to complement (or in lieu of) building and tenant signage;
- f. interpretive information about building and construction activities on the fence surrounding the construction site.

**D4.4. Discourage Upper-Level Signage:** Signs on roofs and the upper floors of buildings intended primarily to be seen by motorists and others from a distance are generally discouraged.

**D5 Provide Adequate Lighting: To promote a sense of security for people downtown during nighttime hours, provide appropriate levels of lighting on the building facade, on the underside of overhead weather protection, on and around street furniture, in merchandising display windows, in landscaped areas, and on signage.**

**D5.1. Lighting Strategies:** Consider employing one or more of the following lighting strategies as appropriate.

- a. Illuminate distinctive features of the building, including entries, signage, canopies, and areas of architectural detail and interest.
- b. Install lighting in display windows that spills onto and illuminates the sidewalk.
- c. Orient outside lighting to minimize glare within the public right-of-way.

**D6 Design for Personal Safety & Security: Design the building and site to promote the feeling of personal safety and security in the immediate area.**

**D6.1. Safety in Design Features:** To help promote safety for the residents, workers, shoppers, and visitors who enter the area:

- a. provide adequate lighting;
- b. retain clear lines of sight into and out of entries and open spaces;
- c. use semi-transparent security screening, rather than opaque walls, where appropriate;

- d. avoid blank and windowless walls that attract graffiti and that do not permit residents or workers to observe the street;
- e. use landscaping that maintains visibility, such as short shrubs and/or trees pruned so that all branches are above head height;
- f. use ornamental grille as fencing or over ground-floor windows in some locations;
- g. avoid architectural features that provide hiding places for criminal activity;
- h. design parking areas to allow natural surveillance by maintaining clear lines of sight for those who park there, for pedestrians passing by, and for occupants of nearby buildings;
- i. install clear directional signage;
- j. encourage “eyes on the street” through the placement of windows, balconies, and street-level uses; and
- k. ensure natural surveillance of children’s play areas.

## VEHICULAR ACCESS AND PARKING

### **E1 Minimize Curb Cut Impacts: Minimize adverse impacts of curb cuts on the safety and comfort of pedestrians.**

**E1.1. Vehicle Access Considerations:** Where street access is deemed appropriate, one or more of the following design approaches should be considered for the safety and comfort of pedestrians.

- a. minimize the number of curb cuts and locate them away from street intersections;
- b. minimize the width of the curb cut, driveway, and garage opening;
- c. provide specialty paving where the driveway crosses the sidewalk;
- d. share the driveway with an adjacent property owner;
- e. locate the driveway to be visually less dominant;
- f. enhance the garage opening with specialty lighting, artwork, or materials having distinctive texture, pattern, or color
- g. provide sufficient queuing space on site.

**E1.2. Vehicle Access Location:** Where possible, consider locating the driveway and garage entrance to take advantage of topography in a manner that does not reduce pedestrian safety nor place the pedestrian entrance in a subordinate role.

### **E2 Integrate Parking Facilities: Minimize the visual impact of parking by integrating parking facilities with surrounding development. Incorporate architectural treatments or suitable landscaping to provide for the safety and comfort of people using the facility as well as those walking by.**

**E2.1. Parking Structures:** Minimize the visibility of at-grade parking structures or accessory parking garages. The parking portion of a structure should be architecturally compatible with the rest of the building and streetscape. Where appropriate consider incorporating one or more of the following treatments:

- a. Incorporate pedestrian-oriented uses at street level to reduce the visual impact of parking structures. A depth of only 10 feet along the front of the building is sufficient to provide space for newsstands, ticket booths, flower shops, and other viable uses.
- b. Use the site topography to help reduce the visibility of the parking facility.
- c. Set the parking facility back from the sidewalk and install dense landscaping.
- d. Incorporate any of the blank wall treatments listed in Guideline C-3.

- e. Visually integrate the parking structure with building volumes above, below, and adjacent.
- f. Incorporate artwork into the facades.
- g. Provide a frieze, cornice, canopy, overhang, trellis or other device at the top of the parking level.
- h. Use a portion of the top of the parking level as an outdoor deck, patio, or garden with a rail, bench, or other guard device around the perimeter.

**E2.2. Parking Structure Entrances:** Design vehicular entries to parking structure so that they do not dominate the street frontage of a building. Subordinate the garage entrance to the pedestrian entrance in terms of size, prominence on the street-scape, location, and design emphasis. Consider one or more of the following design strategies:

- i. Enhance the pedestrian entry to reduce the relative importance of the garage entry.
- j. Recess the garage entry portion of the facade or extend portions of the structure over the garage entry to help conceal it.
- k. Emphasize other facade elements to reduce the visual prominence of the garage entry.
- l. Use landscaping or artwork to soften the appearance of the garage entry from the street.
- m. Locate the garage entry where the topography of the site can help conceal it.

#### **BOARD DIRECTION**

At the conclusion of the Early Design Guidance meeting, the Board recommended moving forward to MUP application.